



CALIFORNIA DEPARTMENT OF EDUCATION

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February 15, 2008

Dear County and District Superintendents and Charter School Administrators:

**STATEWIDE MARKETING CAMPAIGN ON
CAREER TECHNICAL EDUCATION IN SCHOOLS AND COLLEGES**

It is with pleasure that we announce the debut of a new, innovative statewide marketing campaign, Who Do U Want 2B?, encouraging secondary students to plan for their future careers and consider the many opportunities available to them in the Career Technical Education (CTE) programs available in our State's high schools, Regional Occupational Centers and Programs (ROCPs), and California Community Colleges (CCCs).

Beginning in February and continuing over the next year, a series of campaigns will be launched targeting twelve- to nineteen-year-olds. These include radio and Internet promotions and the dissemination of marketing and informational materials to schools, ROCPs, and colleges. In addition, outreach events and activities will highlight corporate and community-based involvement and program partnerships. The objective of this collaborative effort is to direct students to the new Who Do U Want 2B? Web site at <http://www.WhoDoUWant2B.com> (Outside Source). From there, students, parents, and educators will be guided to various resources about pathway opportunities, potential careers, and curriculum offerings in schools, ROCPs, and community colleges. The Web site will be the central hub for information and will continue to expand and evolve.

Who Do U Want 2B? was developed with funding through the California Department of Education (CDE) and the CCC from Senate Bill 70, Governor Arnold Schwarzenegger's CTE initiative. The Sacramento-based marketing firm of Runyon Saltzman & Einhorn conducted research to determine how best to reach students early as they consider coursework choices. The marketing strategy, which will be publicly unveiled later this month during a joint news conference, will also include additional advertisement creation, online student testimonials, ongoing outreach through media relations and corporate and community partnerships, an online game/contest, and signage at soccer and football stadiums at select high schools throughout California.

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This campaign originated from the SB 70 project, *Statewide Career Pathways: Creating School to College Articulation*, a collaborative effort among the CCC, the Academic Senate for CCCs, and the CDE. The project's Steering Committee includes representatives from schools, ROCs, and colleges as well as CDE's Tech Prep program and articulation professionals. More information about the project is available on the Statewide Career Pathways Web site at <http://www.statewidepathways.org/> (Outside Source).

As you begin to hear more about the marketing campaign, we hope that school and college counselors and teachers will continue to provide students with information about the many career preparation opportunities and CTE pathways that are offered throughout the State. In order to meet the needs of today's students, as well as the demands of the workplace and the challenges of an ever-changing global economy, outreach efforts such as Who Do U Want 2B? will help raise awareness and spark enthusiasm for the many possibilities that career technical education has to offer.

Sincerely,

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